

2021 Recap





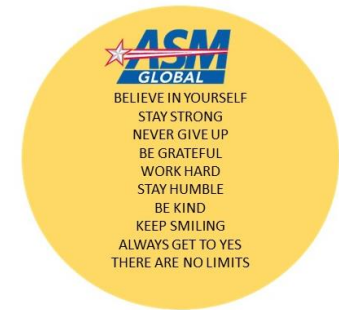
Recap 2021 Highlights and Lowlights Summary

Highlights

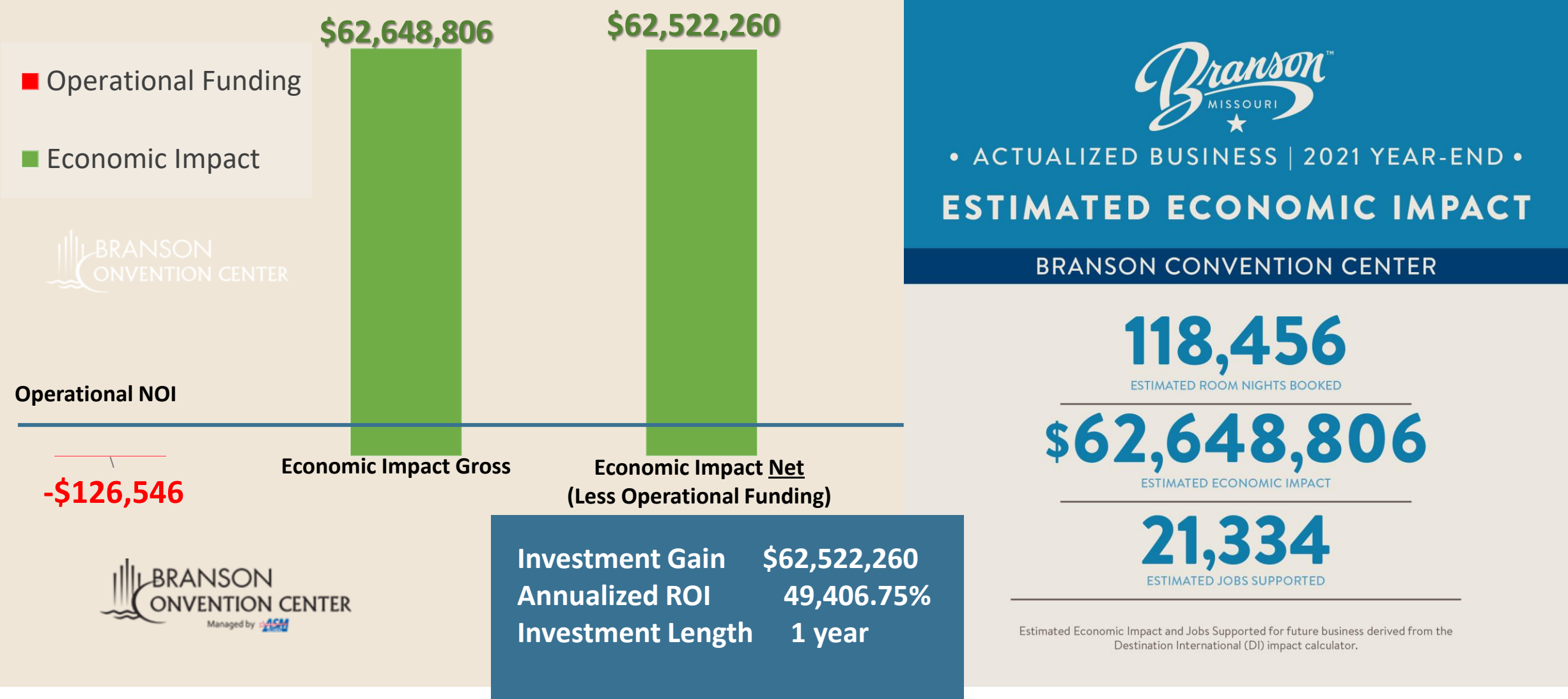
- **Utilized Marketing Fund-** gain or retain **13 events**
- **Beat Budget** Bottom Line by **\$220,760**
- **Beat Budgeted** Revenue by **\$98,011**
- **Reduced** Overall Expenses by **(\$122,749)**
- **25 additional** event days than budgeted
- **26,259 additional** attendees than budgeted
- Team sales approach **successful** with Chamber/CVB, Branson Convention Center and Hilton Sales Teams
- **Team member recognition** program -AwardCo and Gold Coin Program

Lowlights

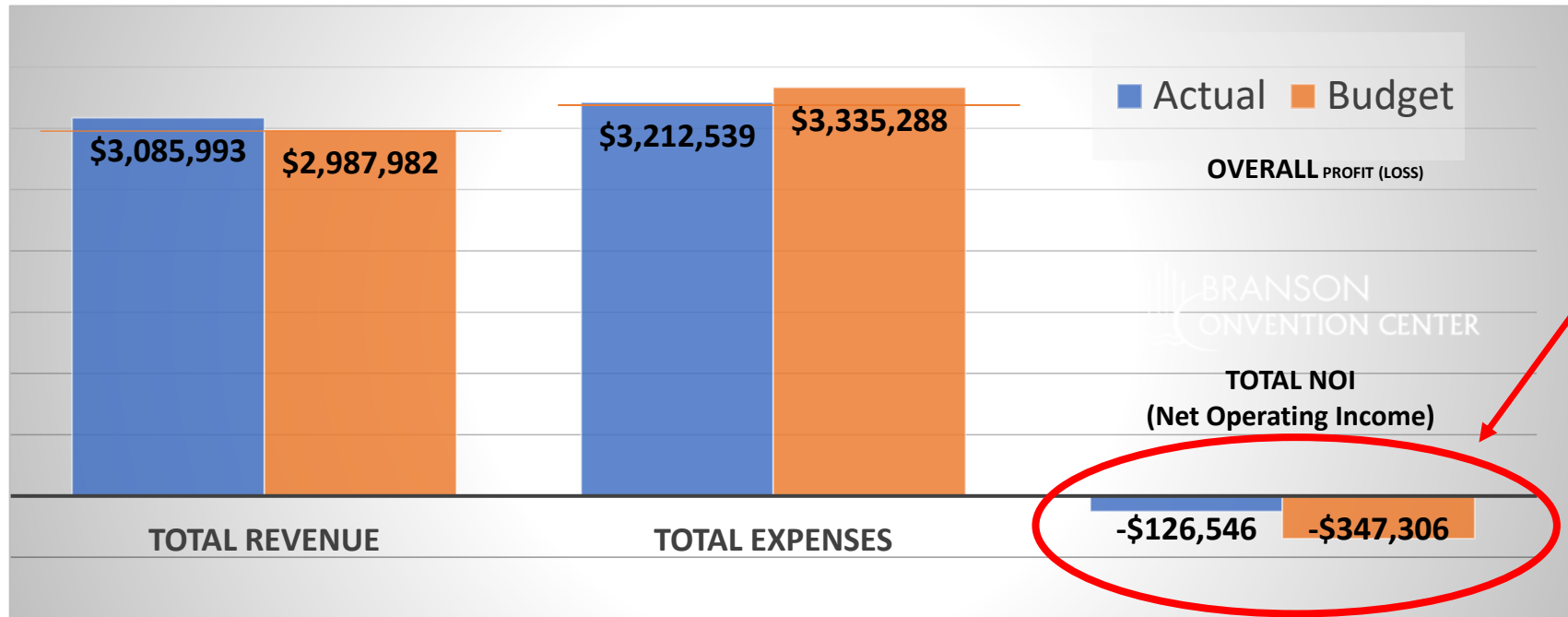
- **\$1,144,609** in **lost revenue** due to Covid cancelations
- Full-time and Part-time **staffing challenges**
- Supply Chain **inventory and delivery challenges**
- **Food Cost Increases** from manufacturers and distributors
- **Increased costs** of doing business



Recap 2021 Operating Deficit vs. 2021 Indirect Economic Impact



Recap 2021 Actual vs. 2021 Budget



Beat Budget Bottom Line
by **\$220,760**

Beat Budgeted Revenue
By **\$98,011**

Reduced Overall Expenses
by **(\$122,749)**

Year End Recap:

- Total YE Actual number of event days 263 vs 238 budgeted variance **25 more event days vs budget**
- Total YE Attendance actual 91,972 vs 65,713 budgeted variance **26,259 additional attendees**
- Income \$3,085,993 Actual Year End vs \$2,987,982 budgeted variance of **\$98,011 more revenue vs budget**
- Total Indirect Expenses \$3,212,539 Actual Year End vs \$3,335,288 variance of **\$122,749 less expenses vs budget** (*inclusive of advertising and other expenditures*)
- Net Income Gain/(Loss) Actual Year End (\$126,546) vs (\$347,306) budgeted variance of **\$220,760 better than budget**

Recap: Actual 2021 Year End vs. 2021 Budget

Governmental Accounting

	2021 Actual Year-End Total	2021 Budgeted Year-End Total	2020 Actuals Year-End Total
Adjusted Gross Income	\$3,085,993	\$2,987,982	1,441,114
Total Indirect Expenses	\$3,212,539	\$3,335,288	2,972,526
Net Income (Loss) from Operations	(\$126,546)	(\$347,306)	(\$1,531,412)

**\$1,144,609 lost
revenue due to Covid**



Performance Accounting

	2021 Actual Year-End Total	2021 Budgeted Year-End Total	2020 Actuals Year-End Total
Adjusted Gross Income	\$3,085,993	\$2,987,982	1,441,114
Total Indirect Expenses	\$2,872,397	\$3,335,288	2,972,526
Net Income (Loss) from Operations	\$213,596	(\$347,306)	(\$1,531,412)

Marketing Incentives
\$340,142 (deducted from
operational expenses)

Recap: Actual 2021 Year End vs. 2021 Budget:

Notable Expense Reductions

		Actual 2021	Budgeted 2021
INDIRECT EXPENSES MITIGATED			
<i>Reductions Only</i>			
Net Salaries and Benefits		\$1,547,038	\$1,964,777
Contracted Services	Reduced Specific Expenses by (\$580,665)	\$41,680	\$74,700
Operations		\$109,150	\$117,281
Repairs & Maintenance		\$79,960	\$85,834
Operational Supplies		\$39,520	\$47,350
Utilities		\$488,655	\$596,726
Total Indirect Expenses Mitigated		<u>(\$2,306,003)</u>	<u>(\$2,886,668)</u>



2021 CUSTOMER SERVICE SURVEY SCORES

CUSTOMER SERVICE SCORES

The BCC continues to bring world class service to our clients

- Sales and Events Job Knowledge: **90%**
- Professionalism: **91%**
- Courtesy of building staff: **96%**
- Cleanliness of Facility **96%**
- Quality of Food and Beverage Services **95%**
- Overall Satisfaction **90%**
- Prior to hosting event **85%** and after event **90%**

Customer Service

- ☒ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average





2022 Capital Requests For Approval



2022 Capital Requests

2022 Branson Convention Center - Capital Items

		Estimated			
Priority	Project	Cost	Description	Reason	Result if not replaced
P1	Security Camera Upgrade	93,088	Replace of cameras with IP / City requests Vercada	Life Safety / Security	No Archiving / shared viewing capabilities
P1	Audio system replacement	43,000	Replace Audio equipment and key pads	Life Safety / Customer Use	No Audio for Evacuation/Client PA
P2	Boiler tank replacement	66,000	Replace leaking water storage tanks	Not operatable 50% total capacity	no water
P1	HVAC Motor VFD drives x5 Bad	32,000	VFD drives are 14 years old / non functional	Engineering / Infrastructure Efficiency	Expensive Repairs/No efficiency
P1	Replace stairs on south garage	35,000	Stairs are structural issue , rusted and deteriorated	Life Safety / Cosmetic	Liability
P2	Replace bad Evap. Coils / Kitchen Cooler	8,000	Coils are leaking / degraded for vegetables over time	Safe food product / more efficient	loss of product
P2	Elevator repair	20,531	Elevator in Exhibit hall B , Hydraulic pump is going bad	replace with a new pump and motor	Elevator will stop eventually
P1	Data and Phone Servers	40,970	Replacement of Servers (2014)	End of life 12/31/2021	No phones or tech support
P1	Expresso Machine - Coffee Cart	\$10,000	Replace existing Machine for Specialty Coffee Service	revenue- ROI	No ROI

<u>Total P1 and P2</u>		<u>Priority 1 Costs</u>		<u>Priority 2 Costs</u>	
Total 2022 Capital Expenses	348,589	\$	254,058	\$	94,531
Current Capital Fund Total	349,000	\$	349,000	\$	349,000
Total after expenditures	411	\$	94,942	\$	254,469

2022 Capital Requests: Priority 1



Item: **Audio System Replacement**

Cost: \$43,000

Critical for life safety, dual usage of this system is for evacuation messaging and client PA audio. This is the original system with no ability to repair as parts are obsolete. New equipment will be the same brand as it has been dependable equipment for the amount time it was in operation .



Item: **Garage Stairs Replacement**

Cost: \$35,000

Critical for life safety, The existing stairs are rusted and degraded to possible future failure. New stairs will be fabricated concrete stairs with coated metal inside the concrete



Item: **Security Camera System Upgrade**

Cost: \$93,088

Critical for life safety and security, upgrades to existing system will allow for longer archiving, better picture quality, and enhanced capabilities. Verkade Camera System Upgrade will allow Branson Police Department access 24/7/365

2022 Capital Requests: Priority 1



Item: Variable Drive Motors for HVAC Systems

Cost: \$32,000

Current VFD Variable Frequency Drive Motors are in need of replacement. VFD Drives allow temperature and flow adjustment within HVAC systems increasing utilities efficiency cutting cost of operation while extending the life of HVAC units.



Item: Data and Phone Server Replacement

Cost: \$40,970

Current Data and Phone Server is end of life. All computer and phone systems operate within this equipment. Critical to operations and business.



Item: Espresso Specialty Coffee Machine Replacement

Cost: \$11,000

Current Espresso Specialty Coffee Machine is not operational. This machine is utilized for many events for significant revenue gain.



Thank you for continued
support of the
ASM Global Team!

